

Message Text

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46

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 CU-04 MMO-04 IO-13 CIAE-00 EB-07

INR-07 LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01

/071 W

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R 161511Z APR 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 9921

INFO AMEMBASSY BRUSSELS

AMCONSUL AMSTERDAM

AMEMBASSY LONDON

AMCONSUL DUSSELDORF

UNCLAS SECTION 01 OF 02 PARIS 11256

STATE PLS PASS COMMERCE

E.O. 11652: N/A

TAGS: BTRA, EIND, FR

SUBJECT: BICENTENNIAL TRAVEL OF YOUNG FRENCH
BUSINESSMEN TO U.S.

1. NATIONAL COUNCIL OF FRENCH EMPLOYERS (KNOWN AS CNPF OR PATRONAT), FRENCH EQUIVALENT OF NATIONAL ASSOCIATION OF MANUFACTURERS, HAS PLANNED THREE-PRONGED PROGRAM OF FRANCO/AMERICAN ACTIVITIES IN OBSERVANCE OF BICENTENNIAL. THESE INCLUDE (A) TV DEBATE IN MAY BETWEEN TOP U.S. AND FRENCH BUSINESS LEADERS (SEE PARIS 652), (B) SPONSORSHIP OF VISIT TO FRANCE SEPTEMBER 22-29 OF SOME 40 U.S. EXECUTIVES TO BE SELECTED BY NAM, U.S. CHAMBER OF COMMERCE AND OTHER ORGANIZATIONS, AND (C) SPONSORSHIP OF VISIT TO U.S. SEPTEMBER 7-17 OF 8 YOUNG FRENCH BUSINESS SCHOOL GRADUATES SELECTED BY COMPETITIVE EXAMINATION. PURPOSE OF THIS MESSAGE IS TO SOLICIT ADDRESSEE SUPPORT IN CONNECTION WITH PROJECT (C).

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2. EACH OF EIGHT CONTEST WINNERS TRAVELING TO U.S.

WILL BE ACCOMPANIED BY JOURNALIST FROM FRENCH ECONOMIC PRESS. PLANS CALL FOR ARRIVAL IN U.S. ON SEPTEMBER 12, ONE OR TWO DAY GROUP VISIT IN WASHINGTON, AND ABOUT ONE-WEEK VISITS SEPARATELY TO EIGHT DIFFERENT STATES ENDING SEPTEMBER 25.

3. WASHINGTON VISIT WILL PROBABLY INCLUDE RECEPTION AT FRENCH EMBASSY AND ROUND-TABLE MEETINGS WITH U.S. ASSOCIATIONS, BUT IT WOULD SEEM TO US ITINERARY COULD ALSO USEFULLY INCLUDE BRIEFINGS IN COMMERCE (DIBA) AND/OR STATE(EB).

4. CNPF HOPES VISIT TO STATES BY TWO-MAN TEAMS WILL INCLUDE CALLS ON GOVERNORS, MEETINGS WITH JAYCEES, PLANT VISITS, AND HOSPITALITY FROM LOCAL FIRMS AND INDIVIDUALS WITH MEDIA COVERAGE AS APPROPRIATE. STATES TENTATIVELY SELECTED ARE MASSACHUSETTS, NORTH CAROLINA, GEORGIA, OHIO, TEXAS, MINNESOTA, WASHINGTON, AND CALIFORNIA.

5. WE HAVE URGED CNPF TO DESIGNATE REPRESENTATIVE IN U.S. TO COORDINATE U.S. ARRANGEMENTS, PERHAPS NAM, FRENCH EMBASSY AND/OR FRENCH CHAMBER OF COMMERCE IN NEW YORK. WE WILL ADVISE WHEN THIS HAS BEEN DONE. ACTIONS REQUESTED:

6. FOR STATE AND COMMERCE: REQUEST DIBA AND EB CONSIDER HOW USG MIGHT BE HELPFUL IN SUPPORTING THIS PROJECT. IN ADDITION TO WASHINGTON BRIEFINGS, DIBA AND OFO IN COMMERCE COULD BE HELPFUL IN ORGANIZING PLANT/VISITS AND TOURS OF MAJOR TRADE SHOWS IN STATES, IF ANY HAPPEN TO COINCIDE. STATE CU COULD PERHAPS

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R 161511Z APR 76
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 9922
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AMEMBASSY LONDON
AMCONSUL DUSSELDORF

UNCLAS SECTION 02 OF 02 PARIS 11256

ARRANGE IVP TYPE SPONSORS IN CITIES TO BE VISITED.
BRIEFING IN WASHINGTON BY STATE AND/OR STR ON U.S.
FOREIGN ECONOMIC POLICY MIGHT PAY DIVIDENDS, PARTICULAR-
LY GIVEN PRESENCE OF 8 FRENCH ECONOMIC NEWSMEN.

7. FOR EUROPEAN POSTS: PLEASE PASS TO REPRESENTATIVES
OF LISTED STATES IN YOUR CITIES. IN VIEW OF
IMPORTANCE OF PATRONAT AND ITS LEADERSHIP IN SUPPORTING
"INVEST IN USA" PROGRAM WE ASSUME STATE DEVELOPMENT
AGENCIES WILL WISH TO OFFER ALL POSSIBLE ASSISTANCE
TO CNPF IN MAKING STATE VISITS EDUCATIONAL AND
ENJOYABLE.
GAMMON

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